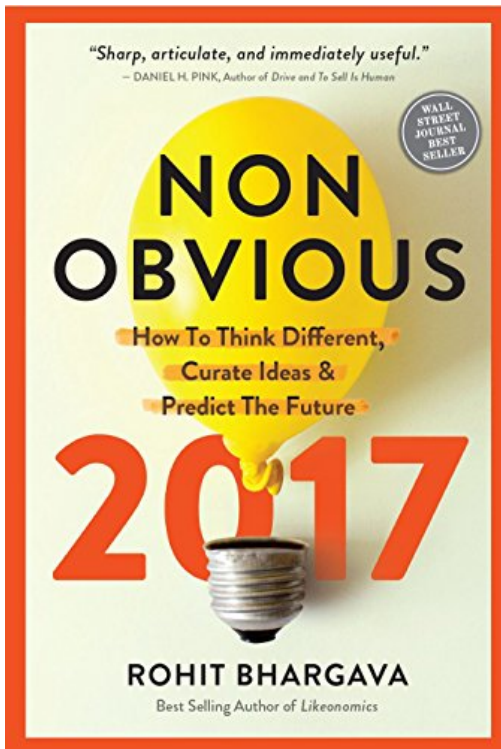


# Epub Download Non-Obvious 2017 Edition: How To Think Different, Curate Ideas Predict The Future Read Online



## Book details

- Author : Rohit Bhargava
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## Book Synopsis

The ALL NEW 2017 edition of the Wall Street Journal bestseller Non-Obvious Featuring 15 NEW trends and a recap of more than 75 previously predicted trends! What unexpected insights can a holographic Holocaust survivor and a Japanese film about soy sauce offer us about career development? How do self-repairing airplane wings, touch-enabled “skinterface” tattoos and smart locks predict the next trillion dollar industry? What can the surprising popularity of an odd Norwegian TV show and the rise of “quiet eating” in Spain teach us about buying behavior? The answers to these questions may not be all that obvious. And that’s exactly the point. For the past seven years, marketing and innovation expert Rohit Bhargava has curated 15 “non-obvious” trends every year, publishing over 100 actionable trends since 2011. In this annual edition, Bhargava shares his latest research into 15 new trends for 2017, his process of curation and five essential habits that can help anyone use the power of non-obvious thinking to see what others miss, grow their business and make a bigger impact in the world.